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Activities of the Department of Public Information: outreach services

Report of the Secretary-General

Summary

During the period under review, the outreach services subprogramme of the Department of Public Information continued to expand and solidify its existing products, programmes and services targeting Member States, civil society, young people and the public at large. The Outreach Division, which is responsible for implementing the subprogramme, has further introduced a range of new initiatives that have broadened its audience base both geographically and demographically.

The present report, prepared in response to General Assembly resolution 64/96 B, provides an overview of the strategic direction of the subprogramme and highlights activities undertaken in reaching out to key constituencies. The report also focuses on the latest initiatives in the field of new media and support for multilingualism and provides an update on the impact of the capital master plan on the Department's outreach efforts.

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I. Introduction

1. In its resolution 64/96 B, the General Assembly took note of the reports of the Secretary-General on the activities of the Department of Public Information submitted for consideration by the Committee on Information at its thirty-first session (A/AC.198/2009/2-4) and requested the Secretary-General to continue to report to the Committee on the activities of the Department.

2. In the same resolution, the General Assembly called on the Department to provide specific information on a number of its activities. The Bureau of the Committee on Information, which met on 1 December 2009, advised the Department to present the requested information in three parts, in accordance with the three subprogrammes of the Department: strategic communications services, news services and outreach services. The present report, submitted for the consideration of the Committee at its thirty-second session, addresses the activities of the outreach subprogramme and includes such areas as new outreach initiatives, educational activities, visitors' services and library services.

3. Unless otherwise indicated, the report covers the activities of the Department for the period July 2009 to February 2010.

II. Encouraging support for the ideals and activities of the United Nations

4. In its resolution 63/100 B, the General Assembly stressed that the primary mission of the Department of Public Information is to provide, through its outreach activities, accurate, impartial, comprehensive, timely and relevant information to the public on the tasks and responsibilities of the United Nations in order to strengthen international support for the activities of the Organization with the greatest transparency.

5. The mission of the Outreach Division of the Department is to engage and educate people and their communities worldwide to encourage support for the ideals and activities of the United Nations. In the course of the past year, the Department has enhanced and diversified the range of its programmes, products and services for Member States, civil society, young people and the general public.

6. During the period under review, the Outreach Division solidified and consolidated its mandate and launched a number of new initiatives targeting a global constituency. Acting with fresh energy and purpose, it took advantage of the possibilities and proven practices inherent to traditional methods of outreach, as well as the potential of newer means, including the spontaneity and agility of electronic communications. Thus, its mission of reaching out was complemented by the capacity to listen to, and learn from, varied constituencies in the larger interests of the Organization, its purposes and its principles. The Division further aims to expand the geographic diversity of its partnerships, ensuring a broader representation of regions in its mandate.

III. Going global: broadening the work with non-governmental organizations

7. The sixty-second Annual DPI/NGO Conference, on the theme "For peace and development: disarm now!", which was hosted by the Government of Mexico in Mexico City from 9 to 11 September 2009, saw the participation of some 1,300 people, representing 55 countries and 340 non-governmental organizations, who exchanged ideas, experiences and lessons on peace, disarmament and development. Through the location of the Conference in a Member State for the second time, the Department netted a significant growth in the association of new non-governmental organizations. The number of such organizations from Latin America and the Caribbean increased by 88 per cent from 2008 to 2009, from 75 to 141.

8. The Secretary-General's attendance at the Conference gave greater prominence to the event, while demonstrating to the non-governmental community that their aspirations are precisely in line with those of the United Nations leadership. The Secretary-General launched the Latin American regional disarmament campaign by "Tweeting" his "We Must Disarm" campaign message.

Box 1

Sixty-second Armed DPI/NGO Conference: survey responses

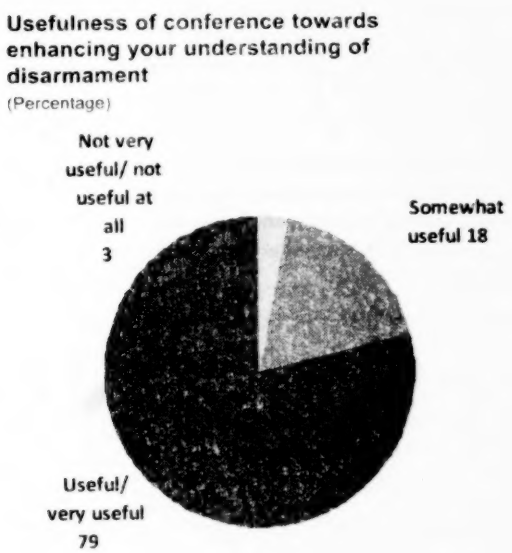
- In a survey conducted at the Conference, attendees were asked how active they had been in promoting the "We Must Disarm" campaign. A total of 37 per cent of respondents reported that they had not been active in promoting the campaign; a neutral response was given by 31 per cent of respondents; and 32 per cent reported that they had been active in promoting the campaign. In a survey conducted two months after the Conference, results showed that 67 per cent of respondents had distributed written information and 40 per cent had conducted promotional activities.

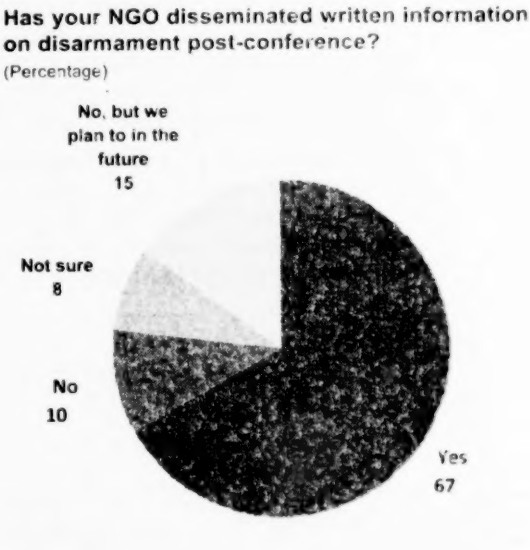
- In another key result of the survey, 80 per cent of non-governmental organizations reported that conventional weapons disarmament was more relevant to their constituents than nuclear disarmament. That finding might relate to the high percentage of attendees from the Latin American region, where violence and crime associated with conventional arms are significant. It could also relate to the areas of focus of the non-governmental organizations that are typically associated with the United Nations, such as poverty, women's issues and development; it might be easier to link these causes with conventional weapons disarmament than with nuclear disarmament.

9. The Conference Declaration adopted by the non-governmental organizations, on the theme "Disarming for peace and development", was presented to the Secretary-General and to the incumbent and former Presidents of the General Assembly and the Security Council. For the first time in the history of the relationship between non-governmental organizations and the United Nations, the Declaration was circulated as a document of the Security Council in the context of

its summit-level meeting on disarmament held in September 2009 (see S/2009/477). According to a feedback survey conducted by the Department's Evaluation and Communications Research Unit, 79 per cent of respondents indicated that the Conference was "useful/very useful" (see fig. I).

Figure I
Feedback survey results


Usefulness of conference towards enhancing your understanding of disarmament
(Percentage)
Not very useful/ not useful at all 3
Somewhat useful 18
Useful/ very useful 79


Has your NGO disseminated written information on disarmament post-conference?
(Percentage)
No, but we plan to in the future 15
Not sure 8
No 10
Yes 67

IV. Bringing the United Nations to youth

Global Model United Nations Conference: a first

10. The Department organized the first-ever Global Model United Nations Conference, held at the Palais des Nations in Geneva from 5 to 7 August 2009, on the theme, "The Millennium Development Goals: lifting the bottom billion out of poverty". The selection criteria ensured diverse and gender-balanced participation by 350 youth leaders from 57 countries. The Conference will be an annual event and the venue will be rotated worldwide, with the 2010 Conference to be held in Malaysia.

11. The Conference simulated plenary meetings of the General Assembly and its First, Second, Third and Fourth Committees, and of the Security Council. A series of innovative video chats gave student delegates live access to United Nations officials and diplomats to help them better understand issues related to the Millennium Development Goals and the work of the four Main Committees. Through one of the side events, the Conference also offered a platform for students to learn about the development work of United Nations agencies, programmes and funds. The first Global Model United Nations Conference served as a model of best practices by introducing a new set of rules of procedure that more closely reflect the way the United Nations functions, raised awareness of the role the United Nations plays in

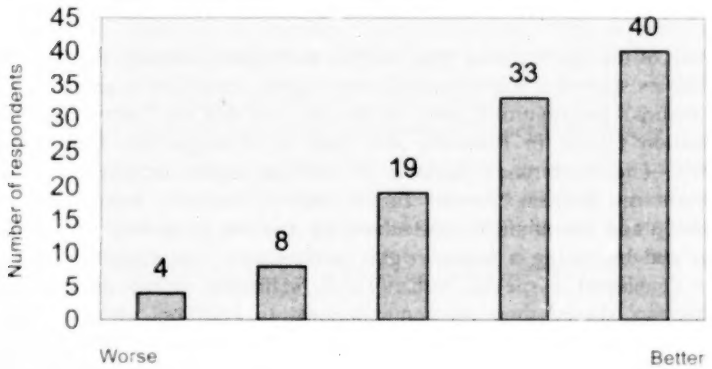
world affairs and inspired the next generation of leaders to become involved in global issues.

12. The great majority of participants responding to a survey following the Conference rated it as being very good or excellent, and 70 per cent considered it to be better or much better than other model United Nations conferences that they had attended (see fig. II).

Figure II

Rating of the Global Model United Nations in comparison with other model United Nations conferences

Question: Please rate your experience at Global Model United Nations compared with other model United Nations conferences you participated in

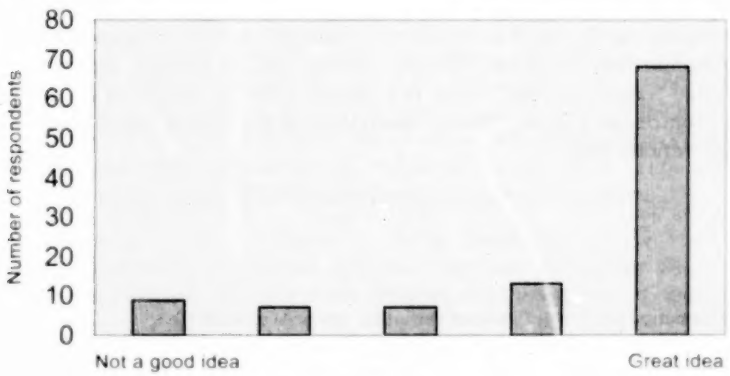


13. One of the distinctions of the Conference was the way in which the delegations representing Member States were organized. Instead of having students from the same university assigned to represent a particular country, which is the common practice, students from various countries attending various academic institutions were assigned to work together on the same delegation. This unique element was rated highly by Conference participants (see fig. III).

Figure III

Rating of the way delegations were organized at the Global Model United Nations

Question: Please rate how you felt about having delegations composed of students from different countries



Student conferences

14. As in the past, the Department continues to engage young people worldwide on important United Nations-related issues through its programme of international student conferences and videoconferences organized in connection with United Nations observances. In September 2009, more than 1,000 students and teachers participated in the observance of the International Day of Peace held at Headquarters on the theme "Disarm now for a better world", in line with the "We Must Disarm" campaign of the Secretary-General. More than 60 schools and non-governmental organizations from the United States of America attended, and many more worldwide followed the proceedings via a live webcast as issues such as the illicit trade in small arms and nuclear disarmament were addressed. Students from the Democratic Republic of the Congo, Liberia and the Sudan participated by videoconference, assisted by the United Nations peacekeeping missions in those countries.

15. In recognition of the International Year of Human Rights Learning, the twelfth annual United Nations student conference on human rights, organized in partnership with the United Nations Information Centre in Mexico City and the United Nations Regional Information Centre in Brussels, was held at Headquarters from 3 to 5 December 2009. The conference focused on human rights education, with particular emphasis on defining human rights; making schools human-rights-friendly; information and communications technology and the promotion of human rights education; and becoming a human rights ambassador. The United Nations CyberSchoolBus developed a special website and facilitated online discussions during which students shared their recommendations. In addition, almost 1,000 students from 13 countries from Latin America and the Caribbean, as well as from Canada, France, India and the United States, collaborated to submit a list of recommendations for implementing human rights education in their schools and communities.

UN4U

16. In observance of United Nations Day 2009, the Department organized the second annual "UN4U" programme, which proactively took the Organization's story to 178 educational institutions and 27,000 students in New York City and around the world — more than double the number of participants in 2008. In New York City, senior officials of the United Nations system — including three Under-Secretaries-General and four Assistant Secretaries-General — visited 43 public high schools in the boroughs of the Bronx, Brooklyn, Manhattan, Queens and Staten Island, speaking to an estimated 5,500 students.

17. Spearheaded by the Outreach Division and conducted in collaboration with the Strategic Communications Division, "UN4U" rallies United Nations information centres and United Nations country teams in a special effort to reach out to 21,000 students in 35 countries at 135 educational institutions at the time of United Nations Day and United Nations Week.[1]

[1] For additional information on "UN4U"-related activities, see A/AC.198/2010/2.

Box 2
Comments about "UN4U" received from schools

- Comment by the principal of a local high school in Cameroon:

> "The UN4U event was a golden opportunity for the students to better understand climate change and the work of the United Nations. It was so great to have a United Nations top official on the school premises, actually the first of its kind."

- Comments received from schools in New York City:

> "Teachers and students enjoyed the programme. As a result of this visit, we are opening a United Nations club in our school. Is it possible to visit the United Nations? Thank you."
>
> "This was a wonderful experience and very informative for our students. Thank you for the opportunity!!"
>
> "Collaboration with the United Nations fits so well with our school's mission as part of the International Schools Network."
>
> "I am also hoping that we can develop an ongoing relationship with our presenter so that he will come back and speak with smaller groups of students. He was wonderful."
>
> "It will help with [the students'] Regents exam."

Engaging with youth in civil society

18. The Department continued to actively engage young people from civil society in its activities. At the sixty-second Annual DPI/NGO Conference, for instance, a host of tailor-made activities offered young people the opportunity to reach out to their peers, learn about contemporary issues in the interrelated fields of disarmament, development and peace and inspired them to create actionable projects in their hometowns and universities.

Unlearning intolerance — in cyberspace and beyond

19. Hatred, prejudice and Holocaust denial were examined in-depth at the "Unlearning intolerance" seminar on the theme "Cyber hate: danger in cyberspace", organized at Headquarters in June 2009 by the Holocaust and the United Nations Outreach Programme. The Secretary-General opened the day-long event, which featured a keynote speaker from the social networking site MySpace, who emphasized that the misuse of media on the Internet, including "cyberbullying", could have a devastating impact on today's youth. Experts from government and academia, as well as legal and human-rights-education experts spoke about free speech, censorship, prevention and regulation in order to develop recommendations for the safe and responsible dissemination of information online.

20. Continuing with its focus on young people and the Holocaust, the United Nations Outreach Programme launched its first *Discussion Papers Journal*, in English and French, for university students. It is composed of nine position papers

on issues relating to human rights, genocide prevention and Holocaust studies authored by academics and practitioners from around the world.

V. Spotlighting the United Nations through the arts and entertainment

Creative Community Outreach Initiative

21. The Secretary-General's Creative Community Outreach Initiative was launched to tap into the prodigious outreach potential of television and film and to serve as a one-stop-shop for writers, directors, producers and broadcasters interested in portraying in their work issues of relevance to the United Nations. The Initiative has expanded significantly and offers script review, technical advice and logistical assistance, working with substantive United Nations offices in order to provide accurate and timely information to the creative community.

22. A number of noteworthy projects have been undertaken since July 2009, including those set out below:

(a) Scenes from the season premiere of the television comedy series "Ugly Betty" were shot on location at Headquarters, highlighting the United Nations Foundation "Nothing But Nets" campaign to prevent malaria;

(b) An episode of the Israeli television show "The Flying Chef", with an initial United Nations informational segment, was shot at Headquarters, with delegates and staff participating in food tasting/judging;

(c) The world premiere of the animated film "Tinker Bell and the Lost Treasure" was screened at Headquarters to highlight environmental issues for young audiences in the lead up to the United Nations Climate Change Conference held at Copenhagen;

(d) The eighth season of the television action/drama series "24" is currently featuring the United Nations at the centre of the storyline.

23. Now that the Creative Community Outreach Initiative has established a solid base, the Department intends to actively broaden the Initiative to the film and television industry in other parts of the world.

Celebrity advocacy

24. The Messengers of Peace programme promotes United Nations-related issues and programmes through the special efforts of celebrity advocates. The Department constantly provides updates to the Messengers of Peace on the Organization's evolving challenges and mandates and encourages them to address those issues in their outreach activities. The Department also chairs a semi-annual policy guidance meeting for United Nations system focal points for Goodwill Ambassadors in the interests of consistency among the various programmes and to share information and best practices. In June 2009, after months of discussion with United Nations system focal points, the United Nations Communications Group, at its eighth annual meeting, held in Bangkok, reviewed and adopted a set of guidelines on improved minimal standards to appoint Messengers of Peace and Goodwill Ambassadors. The Department has taken steps to ensure that such appointments are limited to

individuals who not only are highly distinguished in their fields, but also have demonstrated their commitment to supporting the work of the United Nations family.

25. Two new Messengers of Peace were appointed by the Secretary-General in 2009: Grammy-award-winning songwriter/musician Stevie Wonder, with a special focus on persons with disabilities, and environmental activist and Nobel laureate Wangari Maathai, with a special focus on the environment and climate change. At present, there are 12 Messengers of Peace and 189 Goodwill Ambassadors named by individual agencies, funds, programmes and partnerships.

United Nations Day Concert as a tribute to peacekeeping

26. United Nations Day 2009 was observed at Headquarters with the holding in the General Assembly Hall on 23 October, for the first time, of a themed concert entitled, "A Tribute to Peacekeeping". Organized by the Department of Public Information and the Department of Peacekeeping Operations in collaboration with the non-governmental organization Culture Project, the concert employed a kaleidoscope of art forms, including segments from a new documentary, "The War Against War", directed by Fisher Stevens, who showcased the achievements and importance of United Nations peacekeepers and the formidable challenges that they face in protecting victimized and vulnerable populations.

27. The devastating earthquake that hit Haiti in January 2010, and the portrayal in the documentary of the peacekeepers from the United Nations Stabilization Mission in Haiti who later died in a helicopter crash in October 2009, made the theme and legacy of the United Nations Day concert even more striking and, it is to be hoped, created greater public awareness of United Nations peacekeeping. In another first, the concert was webcast live worldwide and broadcast live in New York City by Time Warner Cable on its channel 150.

VI. Academic Impact

28. Academic Impact is a new initiative that will channel innovative ideas and projects conceived at institutions of higher learning and research towards their practical application in the field, in support of United Nations objectives. More than 300 institutions of higher education and research have signalled their intention to join the endeavour, which will be formally launched in 2010. Like those of the Organization itself, the founding members come from 51 nations. They include universities with a variety of faculties and courses, as well as institutions with a specific focus, including medicine, public health, art, engineering, science and business. The initiative has also been endorsed by more than 30 international academic networks with members from every continent and a range of disciplines.

29. Academic Impact seeks to align participating institutions with the United Nations and with each other in working to realize universally accepted goals and principles through specific projects and activities each year. The geographical and thematic diversity of participants reflects an acknowledgment of the imperative of intellectual social responsibility in all fields of study and in all regions of the world. The initiative was highlighted at the World Conference on Higher Education, hosted by the United Nations Educational, Scientific and Cultural Organization in July 2009, and the World Innovation Summit for Education, held in Doha in November

2009. It was also the theme at a retreat organized by the International Association of University Presidents in Chicago in October 2009, as well as at events at individual institutions and the annual conference of the Committee on Teaching About the United Nations.

30. Members of Academic Impact have begun activities specifically geared to its objectives; one university has linked each of the 10 principles to specific programmes on campus and by students and teachers. Another funded the participation of students, including travel expenses, in the Millennium Development Leadership Programme held at the University for Peace, Costa Rica, in January 2010. The Programme provides participants with the skills and knowledge to start and lead projects related to achieving the Millennium Development Goals. A distance-learning university has introduced an online course related to oncology developed by the International Atomic Energy Agency.

VII. Engaging the public

Speaking engagements and briefings

31. The Department's speakers' bureau and its public exhibitions on topical issues continue to bring the message of the Organization to a variety of audiences. In 2009, the speakers' bureau organized and facilitated more than 700 in-house briefings, videoconferences and 70 outside speaking engagements, reaching more than 45,000 individuals in North America, mainly in the United States. Almost 1 million visitors each year view the rotating roster of public exhibitions curated and installed by the Department in the Visitors' Lobby at Headquarters.

32. As part of its key partnerships, the Department continued its collaboration with Rotary International, one of the Organization's longstanding civil society partners, which hosted United Nations officials, who spoke at its events throughout the United States. The Department also responded to more than 1 million communications from the public in the form of petitions, letters, e-mails, telephone calls, and in-person enquiries. The general information website (www.un.org/geninfo) provides answers to frequently asked questions about the United Nations to hundreds of thousands of online visitors.

Visiting United Nations Headquarters

33. The Department is continuing its efforts to revitalize the tour route and is making sure that members of the public better understand how decisions taken in New York by the Security Council and the General Assembly translate into concrete activities and action on the ground. As part of an ongoing effort, the Department regularly includes new items on the tour route, showcasing the work of United Nations agencies, programmes and funds in the field. Some recent additions include exhibits about the Office of the United Nations High Commissioner for Refugees, the United Nations Children's Fund and the World Food Programme.

34. From 1 January to 31 December 2009, 236,555 visitors took guided tours of Headquarters offered in Arabic, English, French, German, Hebrew, Korean, Italian, Japanese, Mandarin, Portuguese, Russian, Spanish and Swedish; more than 5,000 of those visitors took the audio tours, which were introduced on 6 October 2009. The audio tours include a pre-recorded welcome to the public by the Secretary-General

in the six official languages. The audio tours allow the Department to expand the capacity of guided tours, which were frequently sold out owing to the limited availability of tour guides. Furthermore, audio tours are conducted on Saturdays and Sundays, thereby enabling tour operations to be conducted seven days a week.

35. In 2009, at the United Nations Office at Geneva, 94,000 visitors took guided tours offered in more than 15 languages, while at Vienna, 51,000 visitors took guided tours in 12 languages. At Nairobi, guided tours are offered to visitors from local and international schools, universities and delegations free of charge.

Exhibits

36. The Department provides curatorial advice and logistical/technical services in connection with the display of exhibits that have been approved by the Exhibits Committee. Exhibits in the Visitors' Lobby at Headquarters focus on priority issues on the United Nations agenda. They are part of the outreach to the general public on the Organization's priority themes and must therefore be clear and informative. Between July 2009 and February 2010, 17 exhibits were organized, including "Against Nuclear Arms", "Gender-based Violence", "Working for Social Justice", "Women, Water and Wells", "Democracy Video Challenge", "Palestine Refugees" and two joint exhibits devoted to Holocaust remembrance, "Generations: The Legacy of Survival and Hope" and "Architecture of Murder: The Auschwitz-Birkenau Blueprints".

Citizen Ambassadors to the United Nations

37. Leveraging the power and immediacy of the Internet, in September 2009 the Department launched the new video contest initiative, "Citizen Ambassadors to the United Nations". The contest, hosted on the United Nations YouTube channel, invited world citizens — in particular young people — to voice their opinions to heads of State or Government by creating videos in response to the following question posed by the Secretary-General and Messengers of Peace George Clooney and Wangari Maathai: "If you had the opportunity to speak to world leaders, what would you say?" Five winners were selected from more than 400 video responses worldwide by a panel of representatives from the Department of Public Information, the Office for the Coordination of Humanitarian Affairs, the Department of Peacekeeping Operations and the United Nations Development Programme.

38. The five winners, designated "Citizen Ambassadors" for an initial period of two years, met with the Secretary-General on United Nations Day 2009, undertook a special tour of Headquarters and enjoyed VIP seating at the concert. On 23 December, their winning videos were shown to the General Assembly. Owing to the success of the Citizen Ambassadors campaign in 2009, it will become an annual event, held to coincide with United Nations Day. Among the plans for 2010 is the encouragement of broader participation from all regions of the world and a focus on the Millennium Development Goals. A dedicated Citizen Ambassadors website, currently under development, will conduct campaign outreach and archive material about past winners and their video messages, activities and achievements.

VIII. Remembrance activities

Holocaust and the United Nations Outreach Programme

39. In observance of the anniversary of the Kristallnacht pogrom, the Department screened the film "As Seen Through These Eyes", which was followed by a discussion with the director. The film was also screened by United Nations information centres in Austria, Belarus, Belgium, Colombia, France, Ghana, Indonesia, Kazakhstan, Mexico, Myanmar, Namibia, Peru, Romania, the Russian Federation, Ukraine, South Africa and Zambia.

40. On 27 January 2010, the United Nations observed the fifth International Day of Commemoration in memory of the victims of the Holocaust, on the theme "Holocaust remembrance: the legacy of survival", with a memorial ceremony and concert in the General Assembly Hall. The solemn event recalled the universal lessons that Holocaust survivors pass on to succeeding generations and examined the experience of the Roma and Sinti, minority communities who were persecuted and murdered by the Nazis. The memorial concert was performed by the Muremberg Philharmonic Orchestra, the Bayreuth Zamir Chorale and the Jerusalem Oratorio Chamber Choir, in partnership with the Government of Germany. In addition, the Department screened "Defiance", a movie about Jewish partisans battling the Nazis in Belarus, and held a briefing for non-governmental organizations on the theme "The legacy of the Jews in Morocco".

41. The Department also organized two related exhibitions in the Visitors' Lobby at Headquarters: "Generations. The Legacy of Survival and Hope", developed by the United Kingdom Holocaust Centre and the University of Southern California Shoah Foundation Institute for Visual History and Education; and "Architecture of Murder: The Auschwitz-Birkenau Blueprints", in cooperation with the American and International Societies of Yad Vashem, marking the sixty-fifth anniversary of the liberation of the Auschwitz-Birkenau Nazi death camp. In addition, a variety of Holocaust remembrance activities were organized by more than 30 United Nations information services, centres and offices:

- **The United Nations Information Centre in Windhoek**, in partnership with the South African Holocaust Foundation, organized Namibia's first Holocaust remembrance commemoration, which included an educational programme for 24 schools, with screenings of the film "Footprints: Discovering the Holocaust through Historical Artefacts", an exhibition and a lecture on the theme "Why study the Holocaust?".

- **The United Nations Information Centre in Bogotá** organized a commemorative event and screening of the film "Footprints: Discovering the Holocaust through Historical Artefacts", in Spanish for 300 people, with the support of the Ministry of Foreign Affairs of Colombia.

- **The United Nations Information Centre in Yango, Myanmar**, held the country's first Holocaust remembrance observance, with a panel discussion on the theme "Holocaust remembrance: the legacy of survival", a screening of the movie "As Seen Through These Eyes" and an exhibition of photographs by Yad Vashem in partnership with the Governments of Germany and Israel.

- **The United Nations Information Centre in Bucharest**, the Elie Wiesel Institute and the Federation of the Jewish Communities in Romania mounted

an art exhibition entitled "How Was It Possible?", showcasing the work of seven young Romanian artists.

Slave trade

42. The Department built upon the cultural event and concert held in the General Assembly Hall in March 2009 to mark the International Day of Remembrance of Victims of Slavery and the Transatlantic Slave Trade by creating a steering committee for the 2010 commemorative event involving representatives of the Caribbean Community and the African Union with a view to ensuring that the plans for the 2010 event accord with the wishes of the Member States that have been directly affected by the legacy of the slave trade and slavery. Plans are under way for a week-long series of remembrance activities, to be held in March 2010.

IX. Reham Al-Farra programme

43. The Department organized the twenty-ninth annual Reham Al-Farra Memorial Journalists' Fellowship Programme from 8 September to 16 October 2009. The fellowship programme offers briefings at Headquarters on issues of priority for the Organization and visits with media organizations for young journalists from developing countries and countries with economies in transition. A special effort was made to include journalists from Africa. Nine junior and mid-level print and broadcast journalists, from Cape Verde, Mali, Mauritania, Panama, Rwanda, Seychelles, Saint Vincent and the Grenadines, Tuvalu and Ukraine, participated.

44. Highlights of the six-week programme included the Summit on Climate Change, a two-day workshop on multimedia and international journalism at Fordham University and a week-long visit to Washington, D.C., where the fellows met with World Bank and International Monetary Fund officials. In addition, they stayed in Rochester, New York, with families of members of the local chapter of the United Nations Association and participated in the Association's conference on the theme "Freedom of the Press: A Global Crisis". The Reham Al-Farra fellowship programme was established by the General Assembly in 1980. Formerly known as the Department of Public Information Training Programme for Broadcasters and Journalists from Developing Countries, it was renamed in honour of Reham Al-Farra, a young journalist and staff member of the Department who was killed in the attack on United Nations headquarters in Baghdad in 2003. As of 2009, 406 broadcasters and journalists from 160 countries have taken part in the programme.

X. United Nations publications: expanding on e-frontiers

United Nations flagship publication

45. The outreach of the *Yearbook of the United Nations*, the basic reference book on the work of the Organization, improved dramatically with the launch of the *Yearbook* website in October 2008, which placed 60 years of United Nations activities at the disposal of the public. On 15 May 2009, the *Library Journal*, the oldest and most respected publication in the United States covering the library field, singled out the *Yearbook* and its online version as one of the "Best Notable Government Documents of 2008". The 2006 issue of the *Yearbook* was released in

August 2009. The 33 chapters of the fully indexed 1,795-page volume deal with political and security questions; human rights; economic and social questions; legal questions; and institutional, administrative and budgetary questions.

Box 3
Comments about the *UN Yearbook* online

"The [online] research portal containing the *United Nations Yearbook* collection [from 1946-2005] is a great resource for our students and researchers."

— International Institute of Social Studies, The Hague, Netherlands

"This free online version of the primary reference source on the work of the United Nations is a major step towards providing universal access to United Nations information."

46. In December 2009, the new *UN Chronicle* website was launched. The website provides access to the English-language version of every issue of the magazine published since 2007, with links to older issues. Limited issues in the other five official languages will be launched shortly. The print edition of the *UN Chronicle* has been transformed with a view to attracting broader audiences and new contributors from the developing world, and its design is continuing to evolve. The Department is continuing its efforts to determine how not only to publish the *UN Chronicle* in English and French, but also to provide online translations in Arabic, Chinese, Spanish and Russian.

Sales and marketing: expanding access to knowledge and information

47. The Department works to promote the knowledge, communication and outreach objectives of the Organization by marketing, selling, distributing, and licensing print and electronic publications, periodicals and official databases. The outsourcing of the warehouse, order fulfilment and customer service functions has made significant progress. Core back-office and customer service activities are being transferred to a third-party contractor in order to save distribution costs and free up resources for the development of new publishing products and marketing activities. The project will be instrumental in vacating the space needed for the implementation of the capital master plan. It is estimated that the transfer of books and relevant data to the contractor will be complete by March 2010.

48. Efforts to merge the New York and Geneva sales offices are making significant progress. The two remaining staff members at Geneva will work closely with their New York-based colleagues to ensure that all operations are fully merged and that customer accounts administered at Geneva are all successfully closed by the end of 2010. The result will be a stronger, more cohesive sales team that will work to proactively expand the network of distributors in developing and transition countries.

49. In order to broaden the audience reached by its marketing campaigns and to achieve further efficiencies, the Department's sales and marketing cluster focused on e-marketing, by means of direct e-campaigns and through its Facebook and Twitter pages, which reduced by almost 50 per cent the amount of paper promotional

materials. In addition, the cluster provided input and support to more than 80 agents and distributors covering all of the regions of the world and participated, directly or through its agents, in more than 20 professional book fairs, predominantly in developing countries.

50. At the most recent Frankfurt Book Fair, held in October 2009, representatives of the sales and marketing cluster met with distributors, publishers, subscription agents, content aggregators and other partners interested in co-publishing, distributing or publishing electronic editions of United Nations publications. Following the launch of the three-tier discount policy on 1 July 2008, the Department registered a noticeable increase in interest in United Nations publications on the part of customers in developing and least developed countries (see fig. IV). Almost 50 per cent of the contracts signed in the period from July 2009 to February 2010 involved electronic rights, a sign of the changing landscape of the publishing industry. The positive effect of the Department's licensing activities can be seen in the fact that United Nations publications were accessed predominantly in developing and least developed countries (see fig. V). In addition to focusing on electronic licensing, the sales and marketing cluster will concentrate on licensing translations and local editions of United Nations publications to ensure greater access in the developing world.

Figure IV

Discount policy at work in selected developing and least developed countries (Index 2007/2008: 100)

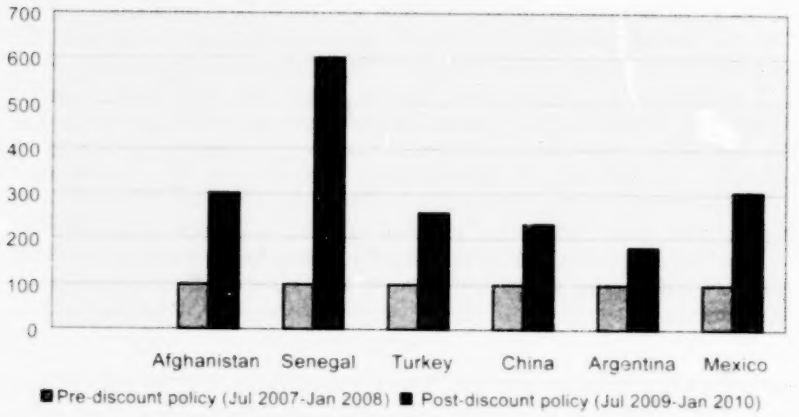
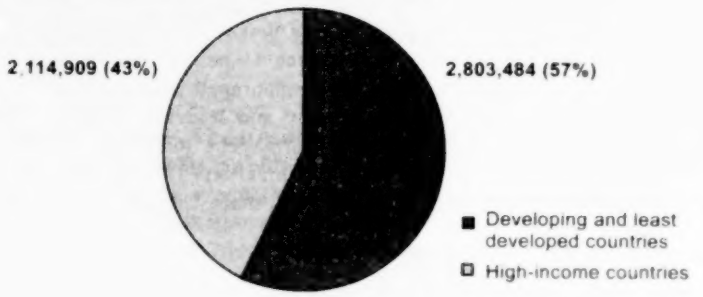


Figure V

Pages of electronic United Nations publications viewed by the general public through Google Books, July 2009-January 2010



51. The United Nations Bookshop continued to provide service to the general public, United Nations delegates and staff, conducting on average more than 6,000 transactions per month, in spite of the challenges posed by the capital master plan. Among the most important activities of the United Nations Bookshop are the "Meet the Author" and other special events. In the period from July 2009 to February 2010, the United Nations Bookshop conducted almost 30 special events, maintaining its status as a reliable partner of all of the Departments and offices of the Secretariat.

Development business

52. The new website design of *United Nations Development Business* was completed in 2009; related tasks, including content write-up and features, are in the process of being carried out. The website's new analytical tools allow for the monitoring of web traffic, user behaviour and gaps in outreach. Particular focus will be placed on increasing participation on the part of developing countries and countries with economies in transition. A partnership with the Parsons School of Design in New York was established to conduct research into innovative design, technologies and tools that will help to develop the operation with a view to end-user segmentation. Back-office, fulfilment and printing activities were streamlined for greater efficiency.

Graphic design

53. The Department continues to develop visual identities through its graphic design team, which has effectively completed almost 300 projects, ranging from brochures, book and posters to signage, banners and press kits communicating the message of the United Nations. The graphic design team also provides visual branding for the Global Model United Nations Conference, the sixty-second Annual DPI/NGO Conference, the International Day of Peace, the "We Must Disarm" campaign and the twelfth annual United Nations student conference on human rights. The team also supported the projects of other Departments, including the Office for the Coordination of Humanitarian Affairs induction programme interactive compact disk and the "Every Day" card, representing the 10 priorities of the United Nations. Other interesting projects included a magnet promoting the greening of the United Nations, a map showing the United Nations offices relocated within New York City during the period of the capital master plan and signage for the Visitors' Centre.

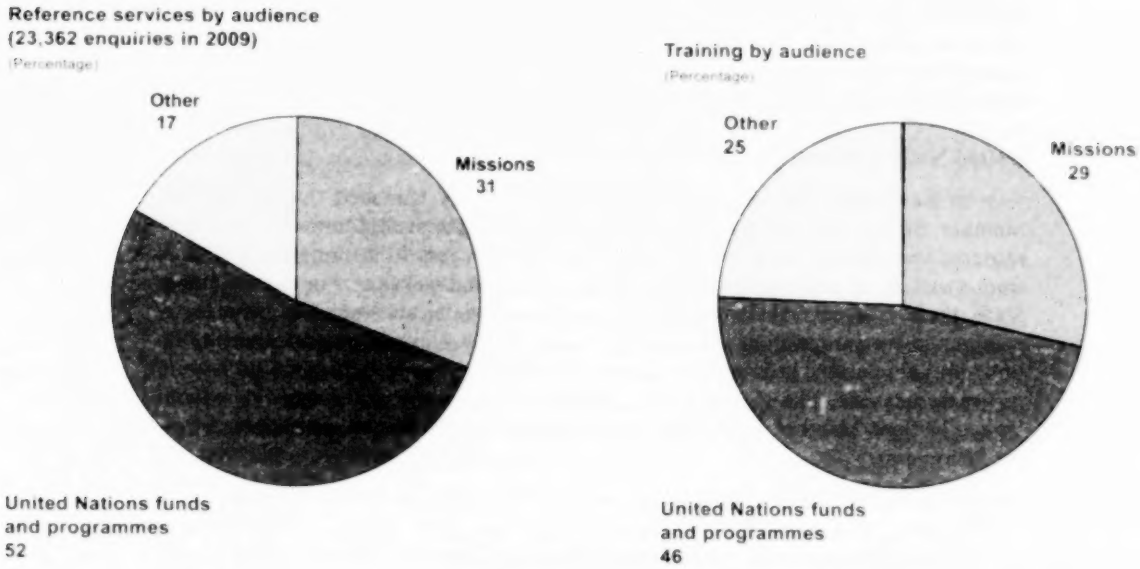
XI. Library services: a gateway to United Nations information

Increasing online access to information

54. The Dag Hammarskjöld Library provides information services to delegates, the Secretariat and other groups, as well as to the wider public through Internet products, publications and other means of communication. Its activities to preserve and index United Nations documentation ensure that needed information tools are accessible for the current and future work of the Organization. The relocation of staff necessitated by the capital master plan encouraged Library staff to seek to increase the information available electronically and leverage existing content to better serve the needs of the Secretariat, permanent missions and the wider population interested in the work of the Organization. Library services remain available to staff and delegations from within the main Library Building, through

specialized branches in other United Nations buildings and, of course, via phone and e-mail.

Figure VI
Library services



From depositories to partners: upgrading the United Nations Depository Library Programme

55. The Dag Hammarskjöld Library coordinates the relationship of the United Nations with 402 libraries in 145 Member States through the United Nations Depository Library Programme. Through the Programme, which was set up more than 60 years ago, United Nations documentation and publications are distributed to United Nations depository libraries worldwide.

56. The Dag Hammarskjöld Library is working closely with the depository libraries to determine how to fine-tune the Programme to better serve the needs of researchers, scholars and the public at large and to ensure that depository library partners have better knowledge of and access to United Nations resources. The results of a survey carried out in 2008, discussions held at nine regional and national workshops between 2003 and 2009 and feedback from individual depository librarians indicate that the future of the Programme will depend in part on the degree to which depository libraries can be successfully transformed into a network of partner libraries to promote global issues and sources of information about such issues.

57. Since January 2005, when access to the Official Documentation System became free, more than 150 depository libraries have cancelled shipments of printed United Nations documents. In the 2008 survey, 69 per cent of depository libraries supported a proposal to gradually discontinue the distribution of paper copies of United Nations documents already available on the Official Documentation System. As part of a new approach, the distribution of printed United Nations documents to

the majority of depository libraries will therefore be gradually discontinued, with due consideration of the specific needs of each library.

58. It is already apparent that the exponential growth in the availability of United Nations information will require additional training for the staff of depository libraries. Increased training for depository librarians, the development of online training and/or the use of video meetings will strengthen information skills and access to resources at depository libraries worldwide. This enhanced outreach will further encourage partnership with the United Nations and increase interest in the work of the Organization and global issues.

United Nations Member States: On the Record

59. In November 2009 the Dag Hammarskjöld Library launched "United Nations Member States: On the Record" (http://www.un.org/depts/dhl/unms/). This new resource was developed to provide easy and direct access to information available from a variety of existing United Nations databases and websites. For each Member State, there is a page that includes the most up-to-date, accurate and historically comprehensive information on its participation in the United Nations. Over 4,000 links provide current information, without the user having to be trained on how to use each database. The tool provides answers to frequently asked questions about United Nations Member States and builds upon the quality databases maintained by the Secretariat.

Box 4
Comments about "United Nations Member States: On the Record"

University of North Carolina:

"Once again, the Dag Hammarskjöld Library has created a very useful research tool."

United Nations Information Centre in Buenos Aires:

"In my opinion it was a very useful tool. From now on we will recommend it to our users."

Queens University, Canada:

"It's wonderful — it will be such a time-saver for researchers."

Enhancing access and digitization

60. The process of digitizing the main series of Security Council documents was completed in the first quarter of 2009, and the digitization programme is now focusing on earlier General Assembly documentation. In December 2009, the Dag Hammarskjöld Library completed a two-year project to list in the United Nations Bibliographic Information System database (UNBISnet) voting records for resolutions dating from the first to the thirty-seventh sessions of the General Assembly. UNBISnet now provides a complete history of the voting on all General Assembly resolutions.

61. In 2009, bibliographic metadata were created and assigned to 18,363 United Nations documents and publications for ease of search and retrieval. The metadata and the subject analysis of those documents from the core of the United Nations documents index, the Official Documentation System and UNBISnet. In addition, retrospective content analysis and the indexing of documents of the earlier sessions of the General Assembly continues. Every month, more than 3 million documents are downloaded from the Official Documentation System, and as at 1 January 2010, a total of 844,153 bibliographic metadata had been recorded in UNBISnet.

62. The authority records and the thesaurus in all six official languages remain an important activity in the context of information processing and acquisitions. The cataloguing of commercial, governmental and intergovernmental publications on subjects of permanent as well as current interest to the Organization, permanent missions and the Secretariat, regardless of format and primarily in the six official languages, have been made in the bibliographical databases.

63. The Library continues to publish indexes to the proceedings of the General Assembly, the Security Council and the Economic and Social Council. As guides to the documentation and proceedings of the three main organs and their commissions, committees and ad hoc committees, those publications include subject indexes to the discussion and action taken on meetings, voting results and indexes to speeches made in the forum in question. In addition to being printed, the indexes are made available on the United Nations website.

64. The Dag Hammarskjöld Library serves as the secretariat for the United Nations System Electronic Information Acquisition Consortium, which allows the Consortium's 59 members in 47 countries (i.e., individual United Nations agencies) to select titles from a constantly growing list of suggested electronic resources available from vendors. The Library, as a coordinator, manages administrative, technical and managerial issues on behalf of the members. The Consortium provides services valued at approximately $2.2 million, with the majority of services accessible by unlimited users via Internet protocol authentication.

65. The promotion of operational and fiscal efficiency makes cooperation between the libraries of the United Nations a priority. The United Nations libraries continue to work together on issues such as common indexing policies, digitization operations and United Nations information centres. The Dag Hammarskjöld Library also cooperates with other United Nations libraries through inter-agency knowledge-sharing and information management meetings.

XII. Internal communications

Reaching out to staff and delegates

66. The Secretariat Intranet, iSeek, continues to be accessed by staff at all eight major duty stations: Addis Ababa, Bangkok, Beirut, Geneva, Nairobi, New York, Santiago and Vienna. Peacekeeping missions, all United Nations information centres, the field offices of the United Nations Office on Drugs and Crime, seven subregional offices of the five regional commissions and three regional disarmament offices (the United Nations Centre for Peace and Disarmament in Africa, the United Nations Regional Centre for Peace, Disarmament and Development in Latin America and the Caribbean and the United Nations Regional Centre for Peace and

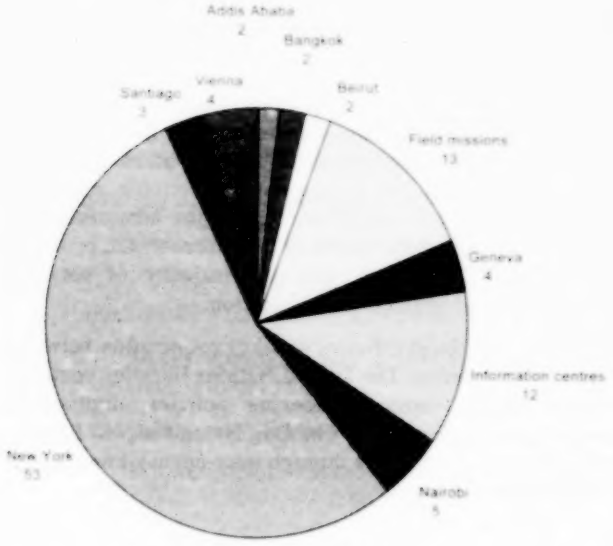
Disarmament in Asia and the Pacific) also have access to iSeek, ensuring that information is shared with United Nations staff around the world in a timely and immediately accessible manner.

67. From July to December 2009, a team of four staff members posted 368 staff-focused original stories on iSeek, the majority of which were also published in French. Forty-eight per cent of the stories were submitted by or included input from staff at offices away from Headquarters, including peacekeeping missions and information centres (see fig. VII). The wide variety of content that featured prominently on iSeek included the human resources management reforms and the new internal justice system, both of which came into effect on 1 July 2009; the launch of an e-learning platform for all staff of the global secretariat; mobility; Umoja (the enterprise resource planning system); climate change, including the United Nations Climate Change Conference in Copenhagen; the capital master plan; the H1N1 pandemic; and letters and appointments by the Secretary-General.

Figure VII

iSeek story contributions by duty station, July to December 2009

(Percentage)



68. In order to further strengthen the evaluation of internal communication web and Intranet sites (iSeek, deleGATE and the pandemic information site), in December 2009 the Department completed a project with the Office of Information and Communications Technology to allow access to metrics regarding content and information about visitors. The Department continues to use the sites to provide timely access to information on the H1N1 influenza virus and the capital master plan, including secure access to telephone directories on deleGATE created specially for Member States in New York and staff located at all duty stations, on iSeek. The Department has also taken on the responsibility of supporting 60 websites of permanent missions on the deleGATE server (www.un.int) of which 11 are in development and 49 are live.

Responding to the earthquake in Haiti

69. The Outreach Division responded swiftly to the devastating earthquake in Haiti, principally on two fronts: providing updates on the situation, including statements by the Secretary-General to staff and delegates through iSeek and deleGATE, and assisting in the internal communications effort to address what has been the highest death toll ever among United Nations staff in any one incident. Examples of such efforts include the work of volunteers from the Division who helped research and contribute content to the Facebook and Twitter pages established by the Department of Peacekeeping Operations, the redesign of iSeek and deleGATE to incorporate "One UN, One family grieving", and the launch of a new resource page with web links to information on the earthquake from around the United Nations system, its partners and civil society. In addition, a dedicated e-mail account and an eRoom space was established in cooperation with the Office of Information and Communications Technology for the capture of comments, the writing of tributes and reflections and the posting of pictures of all United Nations colleagues who died.[2]

XIII. Multilingualism

70. The Under-Secretary-General for Communications and Public Information continues to serve as the Coordinator for multilingualism, as appointed by the Secretary-General in response to the request of the General Assembly in its resolution 61/266. The report of the Secretary-General on multilingualism (A/63/338), presented for consideration by the General Assembly at its sixty-third session, provides a detailed update on activities undertaken by the Department on the issue.

71. The Department is exploring new ways of promoting multilingualism at the United Nations. In this context, complementing the observance of International Mother Language Day on 21 February, the Department wishes to establish "Language Days at the UN" to celebrate each of the six official languages at United Nations duty stations worldwide. The aim of the designated "Language Days" will be to educate, inform and entertain, with the goal of increasing awareness and respect for the history, culture and achievements of each of the six official languages. The Outreach Division of the Department will work in partnership with permanent missions, other departments and agencies to ensure the implementation of the new observances across the United Nations system and beyond by utilizing each of the official languages on their designated day in new and creative ways.

XIV. Capital master plan

72. With the staff of the Outreach Division having moved out of the Secretariat Building and spread among eight locations, the Department has put in place measures to ensure that the level of services that it provides is maintained throughout the period of the capital master plan. Most areas of the Department's outreach services have been affected to some degree, and disruptions are expected.

[2] For Haiti-related activities carried out by the strategic communications services and the news services, see A/AC.198/2010/2 and A/AC.198/2010/3, respectively.

73. Guided tours of Headquarters will operate in the General Assembly Building until 2012. However, the tour route no longer includes the Conference Building. Moreover, the fact that there are fewer venues has restricted the ability of the Group Programmes Unit to deliver on all requests for in-house briefings. For instance, Studio 4 is no longer available, and securing rooms in the temporary North Lawn Building will be more difficult. In addition, staff speakers are no longer based at one location and find it harder to commit to briefings, as reaching specified venues takes longer than in the past.

74. A suitable off-site location has to be identified for the weekly briefings for non-governmental organizations and other outreach activities for the non-governmental community. Student conferences at Headquarters are among the key vehicles for outreach to young people. Owing to the large number of students (over 1,000 during the largest conference to date), identifying conference space remains a challenge. However, the newly launched Global Model United Nations Conference is currently being organized away from Headquarters, which will provide participating students with valuable insight into the functioning of the United Nations in the field. The Department anticipates that the Global Model United Nations Conference will be held at Headquarters by 2014.

75. Installation of compact shelving in the third basement of the Dag Hammarskjöld Library Building allows for more efficient storage of the documents collection. The Department is also establishing a small reference centre on the second floor of the temporary North Lawn Building to provide a service for delegations. Although the closure of the Dag Hammarskjöld Library training room in April 2009 has had a temporary impact on the Department's activities in reaching out to other Departments and permanent mission staff, regular training programmes are expected to resume once a replacement training facility has been opened in the spring of 2010.

76. Traffic to the United Nations Bookshop dropped during the latter part of 2009 owing to the ongoing relocation away from the Secretariat Building of staff members, who had made up about 30 per cent of the Bookshop's customers. Plans need to be put in place to ensure that operations continue when the General Assembly Building is closed for renovations. The processing of materials to warehousing spaces was unable to begin until October 2009, and the project is expected to be completed by 2010.

XV. Conclusions

77. **Proactive and targeted engagement with key, and often new, constituencies has defined the work of the Outreach Division in the past several months. These include, but are not limited to, talented young voices giving expression, through word and image, to their expectations of the Organization and those who lead its Member States; scholars, students and teachers who see in their work a discernible United Nations "impact"; college students who adapt the dynamism of the General Assembly's possibilities to a "Global Model United Nations" that is entirely their own; non-governmental organizations and individuals who breathe new life into long-debated topics with the vigour of a vaster geographical base and greater opportunities for participation; Governments, research institutions and the media, which seek, and can now find, the recorded**

positions of Member States on key issues in readily accessible form; and the creative community, which sees in matters vital to the Organization's agenda the chance to reach its audiences in a fashion that informs as it entertains.

78. There can be no defined limit to the extent, nature or methods of United Nations outreach. In the end, the only true measure will be that of how readily an extended hand is grasped and how often a hand is extended in response. The mission of the Division, informed by the mandate vested in it by the General Assembly, will continue to be that of a partnership that brings peoples and their Organization together.